

MARKETING PLAN:

Message/announcement text:

The Department of Health and Human Services, Centers for Medicare & Medicaid Services (CMS) presents “Successful Caregiver Coalitions: What is Their Secret?” This satellite broadcast features a roundtable discussion and question-and-answer session featuring a diverse 6-member expert panel. The broadcast provides an opportunity to interested parties and organizations to develop and discuss how the coalitions were developed, reasons for their success, how they sustained their initial enthusiasm as they deal with challenging issues, suggested practices that can be incorporated to keep the group energized and productive, and other issues relating to their ongoing success.

CMS has found that many Medicare decisions are made or influenced by caregivers, the relatives or friends of the people with Medicare. Today, there are 44.4 million caregivers who provide unpaid care to another adult or one out of every four households (22.9 million) is involved in providing care to help an older person. Almost six in ten of these caregivers either work or have worked while providing care. After the roundtable discussion, a question-and-answer session will allow viewers to query the panelists.

For more information regarding the broadcast, please go to www.cms.hhs.gov/partnerships (under “News and Events”) or contact Betty Burrier at 410-786-4649 or bburrier1@cms.hhs.gov.

September 22, 2004

1:00 – 3:00 EST